

Using Data to Engage the Public

NADO Annual Training Conference
2014

Two Rural Case Studies



Photo courtesy of Utah State University- Logan, Utah

Cache Valley, Utah

- University & Agriculture
- Fast growing
- Communities range from 288 – 48,000

Two Rural Case Studies



Madison County, Idaho

- University and Agriculture
- Growing (unlike many rural Idaho towns)
- Population 40,000





Using Data to Engage the Public

Identify the Issues that Matter
Using GIS to Tell the Story
Inform Their Choices



Identify the Issues that Matter

- Public Survey
- Values Research
- Stakeholder Group

Did you ever lie to your mother?

- | | | |
|-----|----|---|
| 0% | 1. | Never...Honest! |
| 18% | 2. | Only once and I paid for it dearly |
| 27% | 3. | Only a couple of times |
| 0% | 4. | Yes, but I was young & candy was involved |
| 18% | 5. | I prefer to call it a "stretching of the truth" |
| 0% | 6. | Only when it was in her best interest |
| 9% | 7. | Yes, but my brother/sister made me do it |
| 27% | 8. | Too many times to count! |



Public Surveys

92%

Say it is important to create high quality jobs for our kids and grandkids.



Public Surveys

90%

Say it is important or very important that the community and BYU-I work together to address growth issues.



Public Surveys

80%

Say it is important to enhance our recreation opportunities.

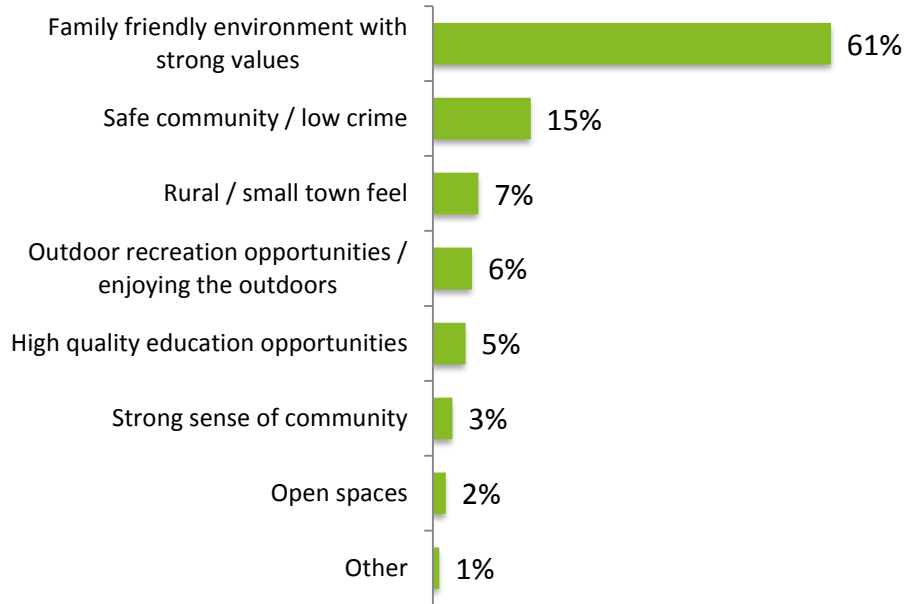


**Envision
Utah**

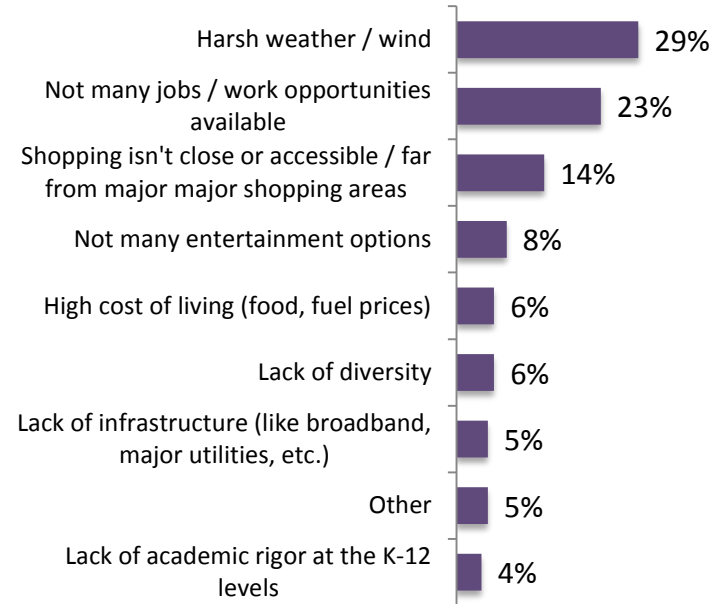
How we grow matters.

Values Research

Most Positive Impact



Most Negative Impact



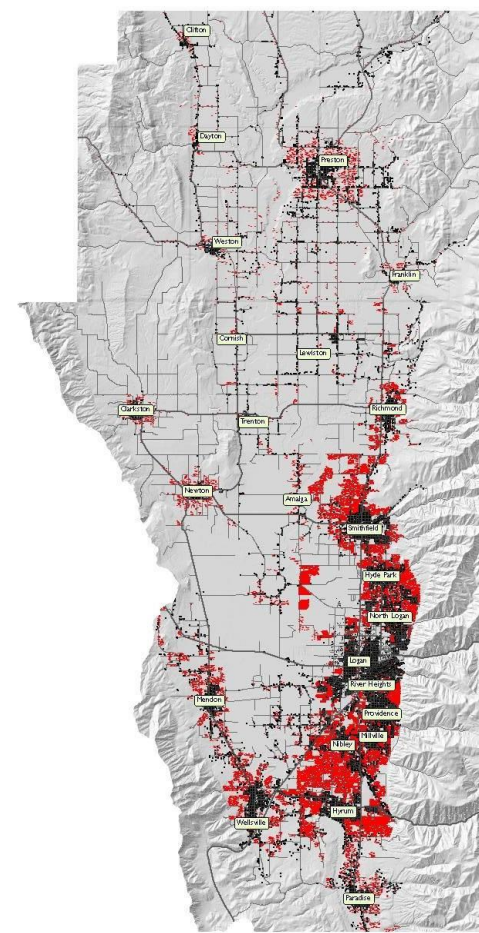
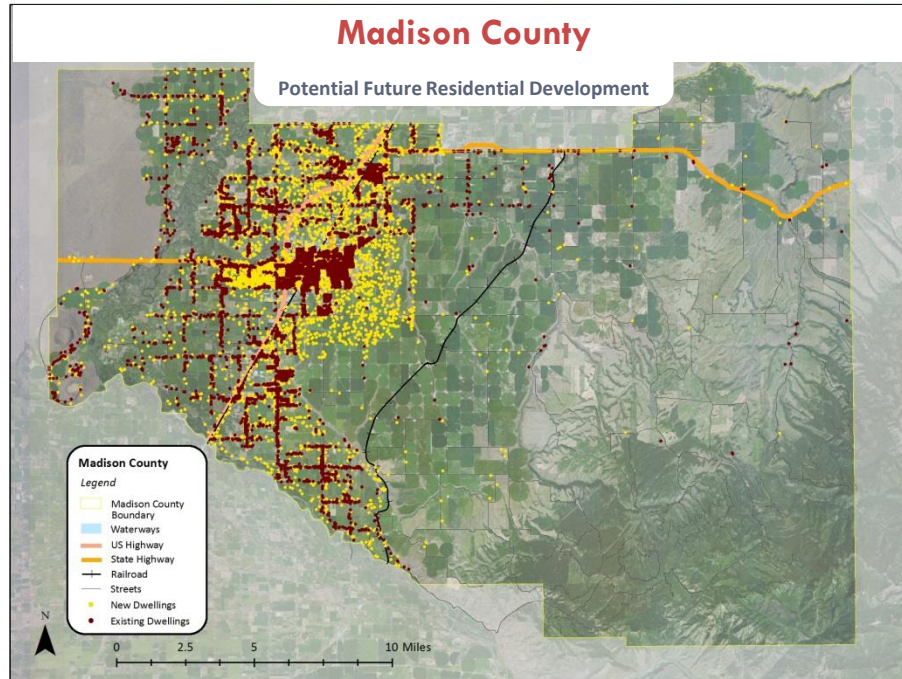
Stakeholder Group

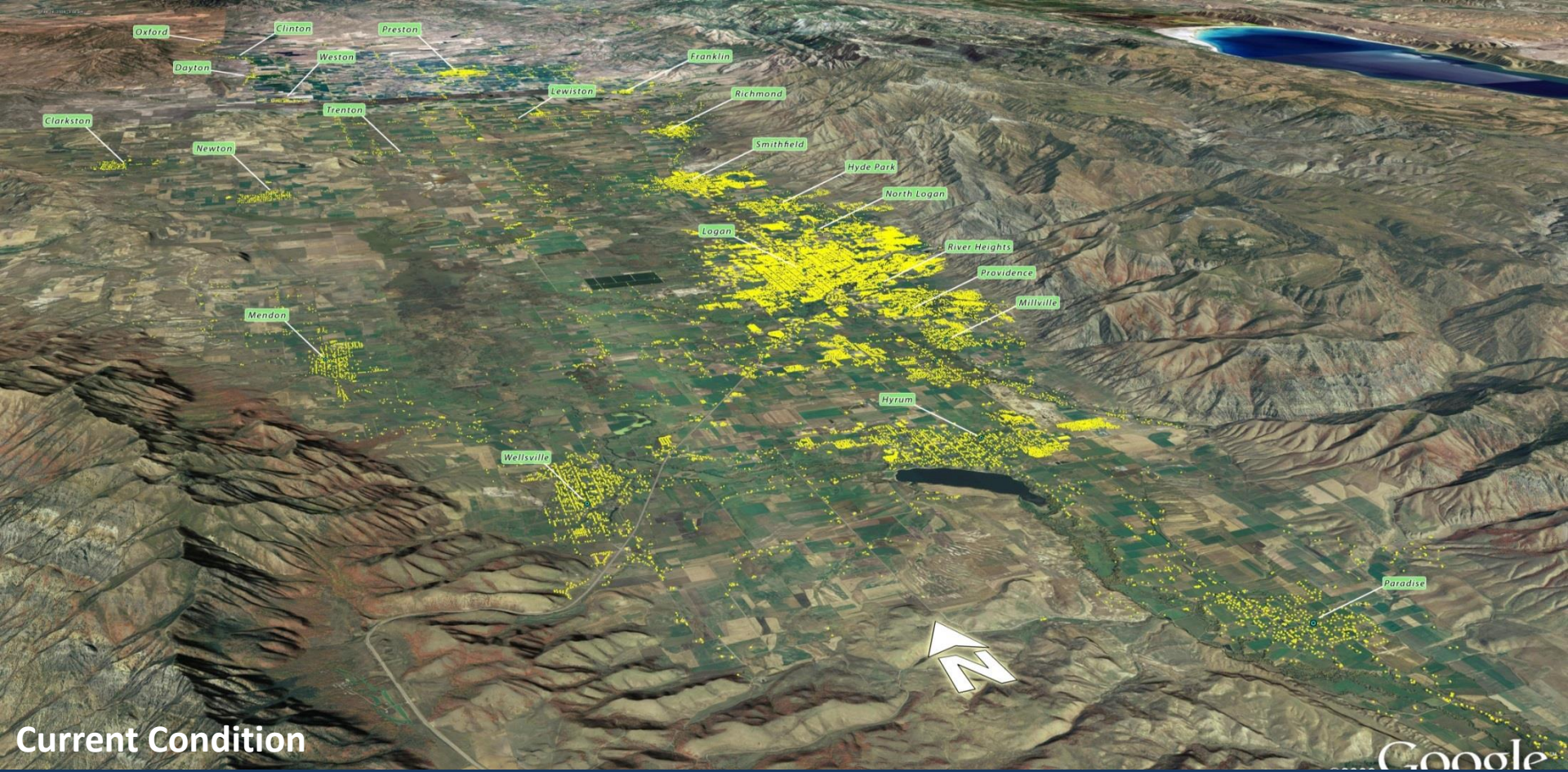
1. Provides research and information to the public
2. Builds momentum for implementation



Using GIS to Tell a Story

- Baseline Scenario

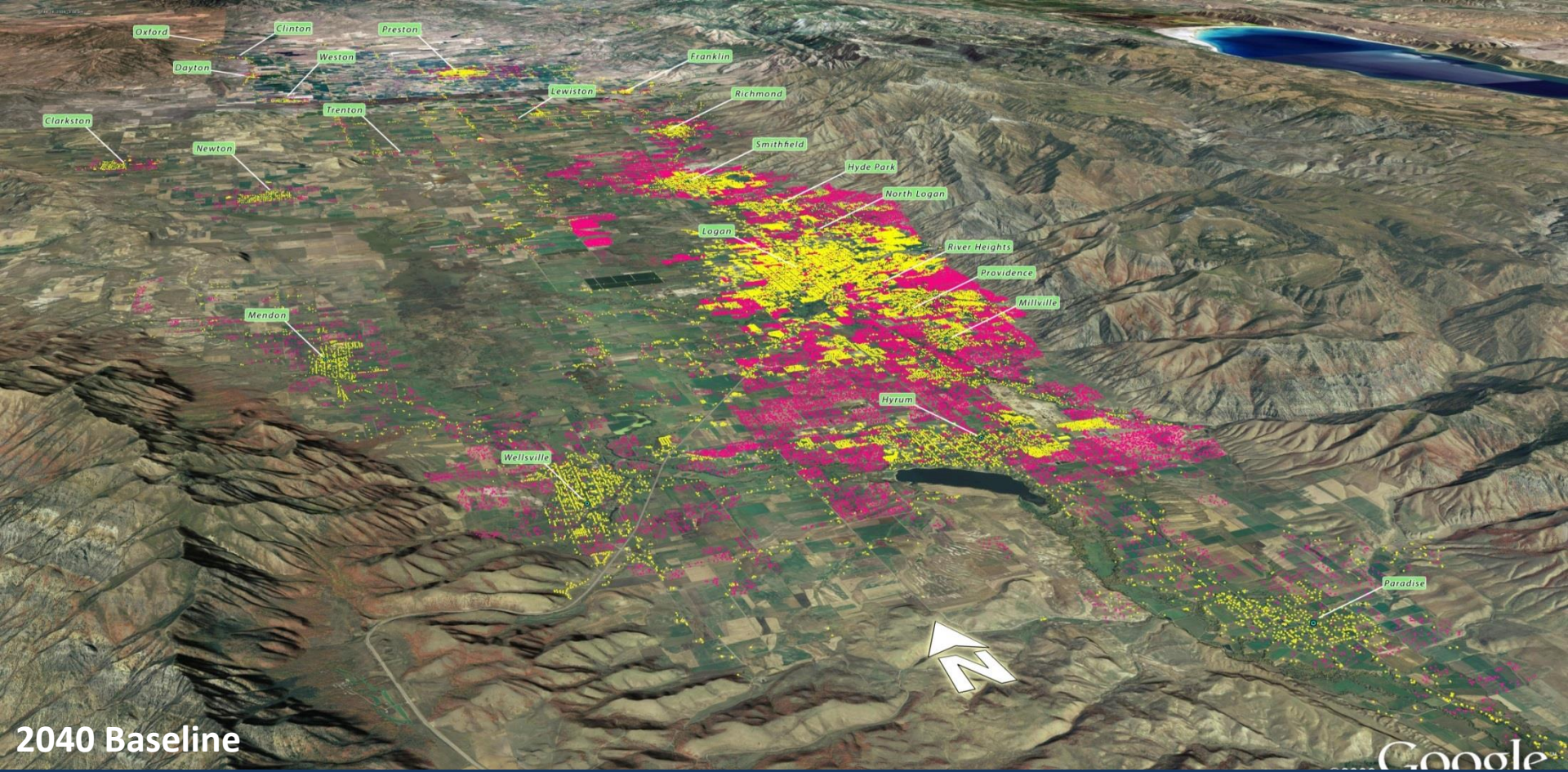




Current Condition

- Existing Structures
- Projected Structures

Cache Valley, looking NE



2040 Baseline

- Existing Structures
- Projected Structures

Cache Valley, looking NE



Smithfield

Richmond

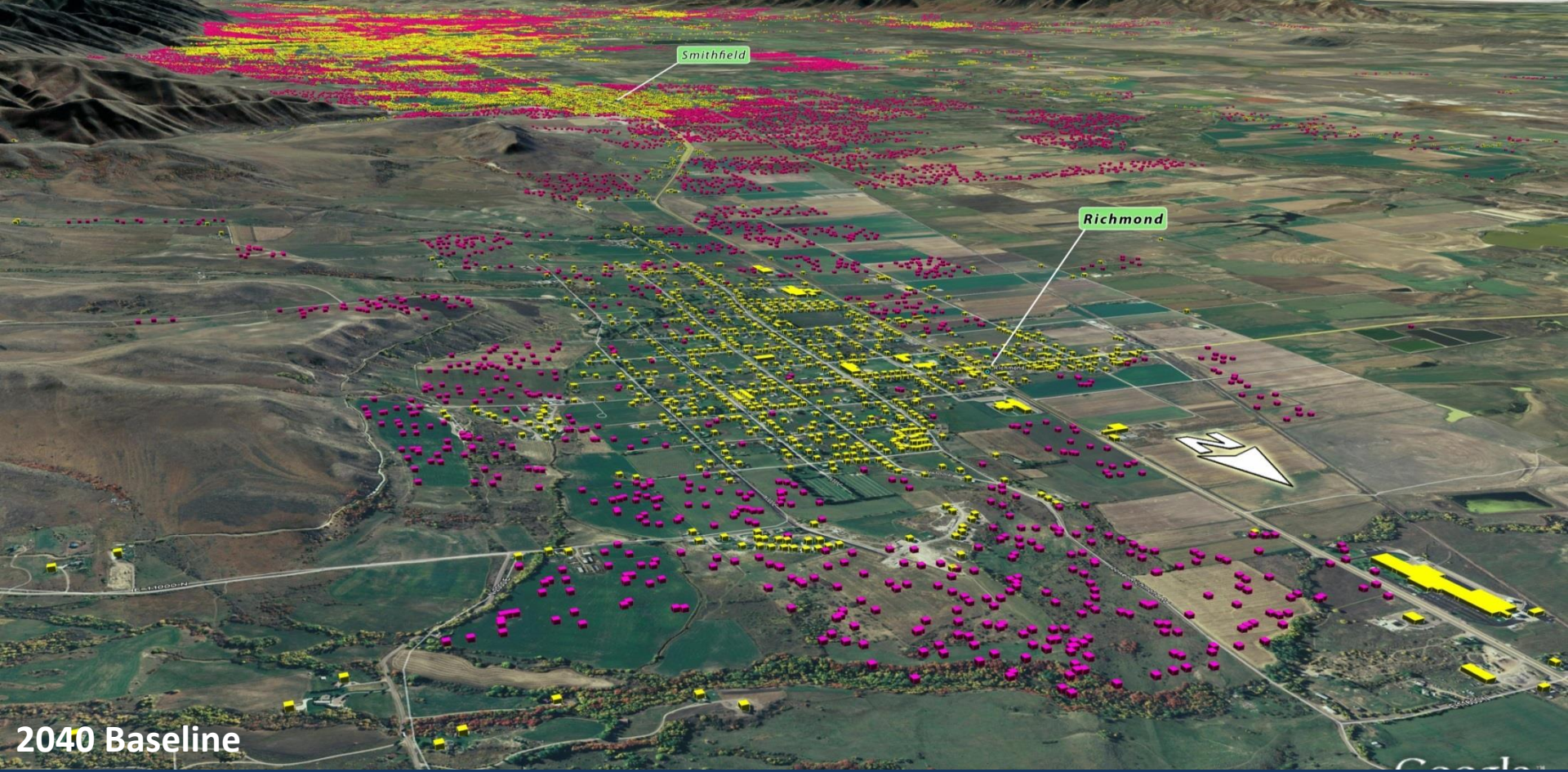
Current Condition

- Existing Structures
- Projected Structures

Richmond, looking SSW



Envision Utah
How we grow matters.



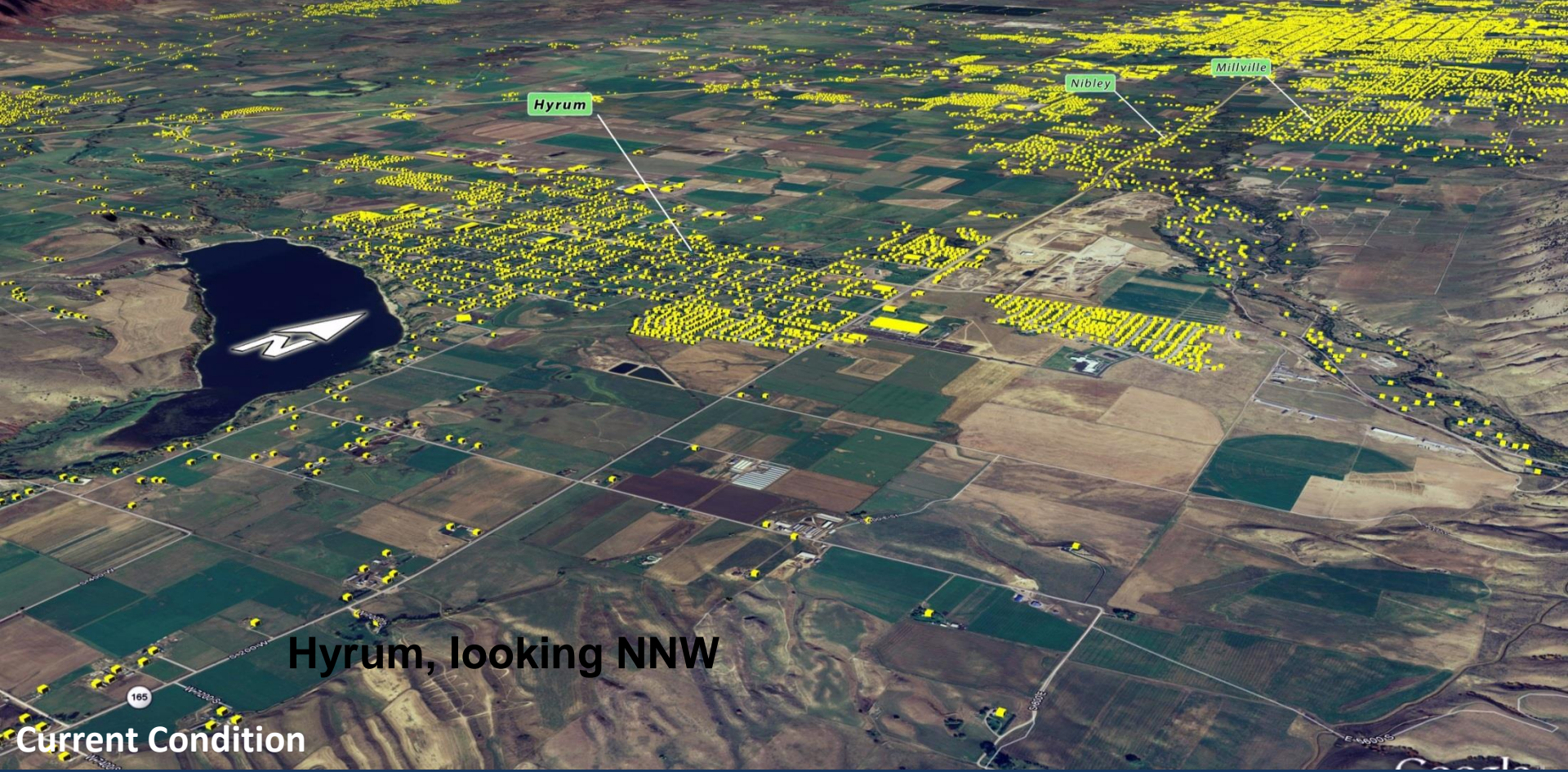
Smithfield

Richmond

2040 Baseline

- Existing Structures
- Projected Structures

Richmond, looking SSW



Hyrum

Nibley

Millville

Hyrum, looking NNW

Current Condition

- Existing Structures
- Projected Structures

Hyrum, looking NNW



Hyrum

Nibley

Millville

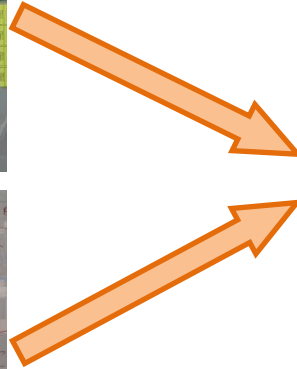
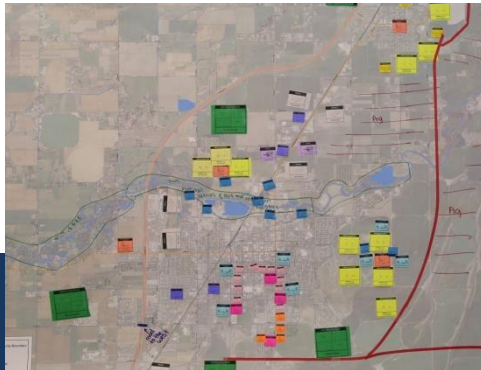
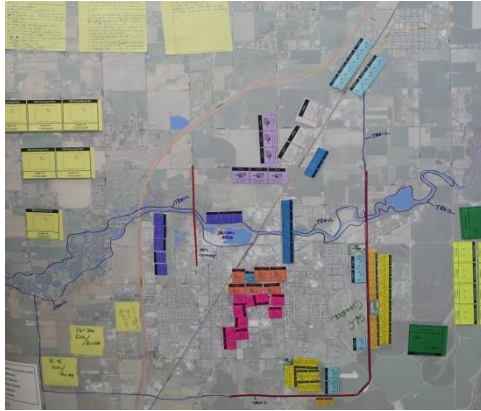
2040 Baseline

- Existing Structures
- Projected Structures

Hyrum, looking NNW

Informing Choices

You Chose This



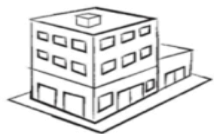
Where will it take us?



**Envision
Utah** How we grow matters.

BRIEF OVERVIEW OF ET+

Building Prototypes
(Prototype Builder)



Development Types
(Scenario Builder)



Scenario Painting
(ET+ GIS Extension Tool)



Indicators
(Scenario Builder)



Mixed-use Buildings



Medium-density Residential



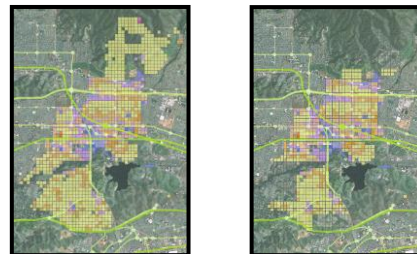
Single-family Residential



Symbol	Development Type
	ERASE
	Metropolitan Center
	Urban Center
	Town Center
	Community Center
	Rural Village
	Multi-Family Residential
	Traditional Neighborhood
	Master Planned Community
	Single Family Residential
	Mobile Homes
	Spaced Rural Residential
	Commercial
	Office Park
	Light Industrial Flex
	Heavy Industrial



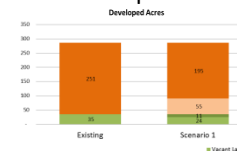
Grid-cell Scenarios



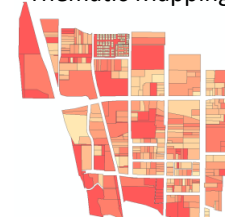
Parcel-based Scenarios



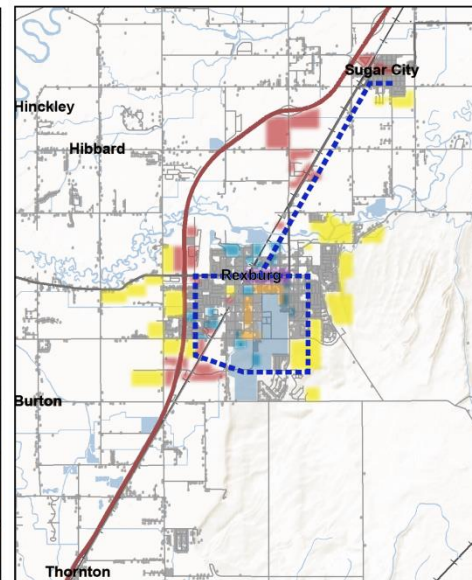
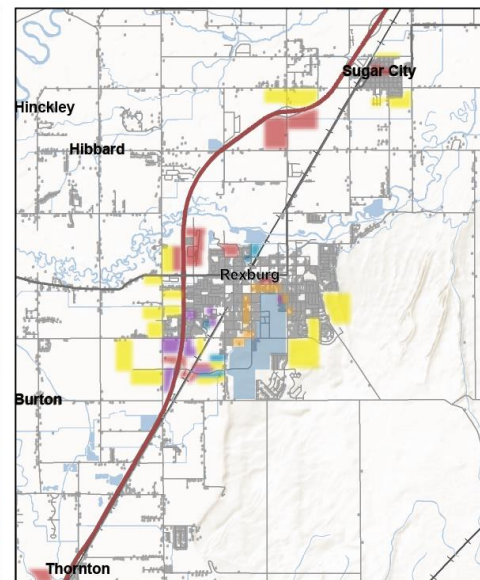
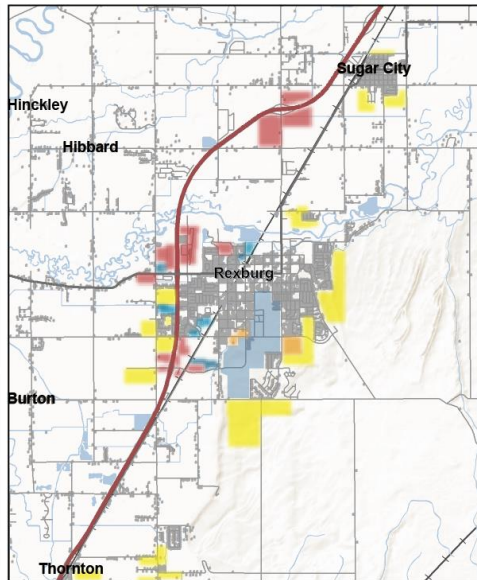
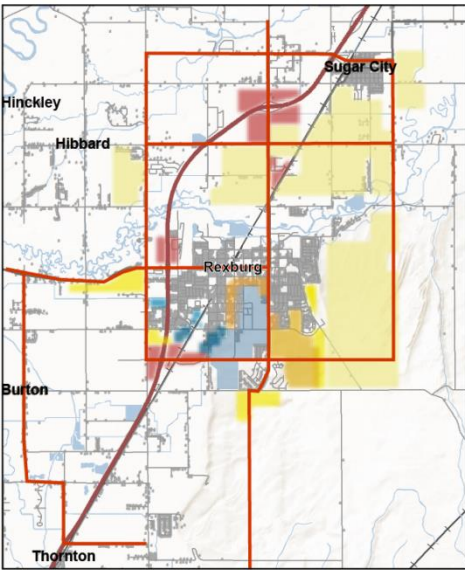
Graphs



Thematic Mapping



Create and Compare Scenarios



Cache Valley



SCENARIO C: Town Centers / Clustering

HOUSING AND EMPLOYMENT

Communities across the valley grow into traditional towns and small cities. Most feature neighborhood or town centers that provide for day-to-day needs and some employment. The centers have a range of housing choices, including living spaces above retail and commercial businesses. Overall, houses tend to be closer together.

New Residential

Residential areas range from large large-scale lots to town homes in more intensive areas to townhomes in more intensive areas.



New Employment

Employment intensity refers to how many jobs per acre there may be. Office parks are most intense, followed by retail, heavy industrial, and light industrial.



New Mixed Use

Mixed use areas integrate a range of compatible housing, shopping, and businesses into a walkable neighborhood or center. Residential and employment intensities can vary, ranging from the lower key feel of a mixed-use neighborhood to a vibrant city center.



MIXED-USE CENTERS & NEIGHBORHOODS

Mixed-Use Neighborhood:

Mixed-use neighborhoods include a wide range of single-family homes on a variety of lot sizes. Parks, trails, a church, a school, and perhaps a small market or cafe are within walking distance.



Compact Mixed-Use Neighborhood:

Compact mixed-use neighborhoods feature mostly single-family homes on a range of smaller lots, as well as some townhomes and some smaller scale multifamily homes. Parks, trails, a church, a school, and some small businesses, markets, and cafes are within walking distance.



Neighborhood Center:

Neighborhood centers blend numerous small businesses (offices, shops, and restaurants) compact housing (often above businesses), and perhaps a small plaza into a compact area. This area is surrounded by single family homes and townhouses, parks and trails, churches and schools.



Town Center:

Town centers include a larger business district and more compact residential (townhomes and apartments) than neighborhood centers, often sharing buildings for offices, shops, parks, plazas, churches, and schools integrate into the center, as do single family homes on smaller lots.



City Center:

A larger regional center for commerce and living, city centers include a significant central business district as well as compact residential (condo townhomes and apartments—many above businesses) often sharing buildings three or four stories high. The city center integrates parks, plazas, churches, and schools, and some single family homes adjacent to more compact areas.



TRANSPORTATION

The road network includes a partial bypass road west of the Logan area as well as enhanced east-west connections. Enhanced public transportation links serve most communities. New service may include peak hour vanpools, more bus routes, and more frequent bus service. Bike commute routes follow the public transportation loops.

Transportation Icons:

- ROADWAY IMPROVEMENTS, PUBLIC TRANSPORTATION, BIKE COMMUTE ROUTE: ●●●●●●
- ROADWAY IMPROVEMENTS, PUBLIC TRANSPORTATION: ●●●●●●
- PUBLIC TRANSPORTATION, BIKE COMMUTE ROUTE: ●●●●●●
- ROADWAY IMPROVEMENTS: ●●●●●●
- PUBLIC TRANSPORTATION: ●●●●●●

(Note: Public Transportation = Network and/or Bus Loops)

LAND CONSERVATION & RECREATION

Land Conservation:

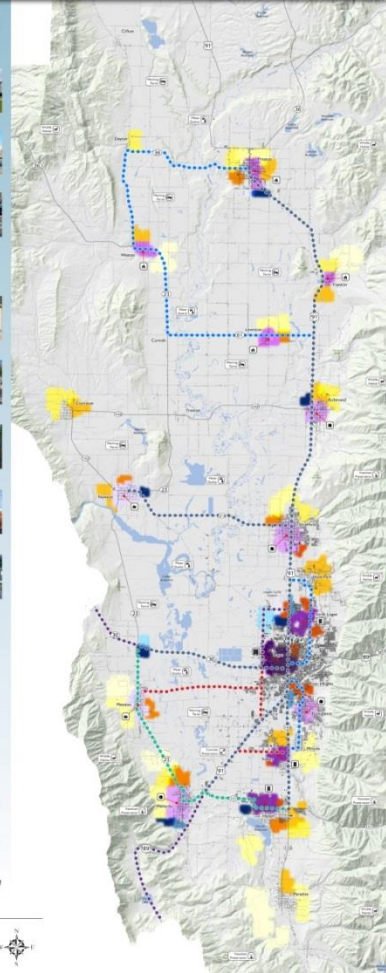
Open lands keep most communities distinct and separate from one another. Working farms are impacted by growth at the edges of existing towns, though they remain largely intact in the valley's center. Water quality is preserved, as most water bodies, wetlands and floodplains on the valley floor are conserved.

Recreation:

One of local recreation systems is high. Local systems may use trail loops to link parks and other recreational facilities.

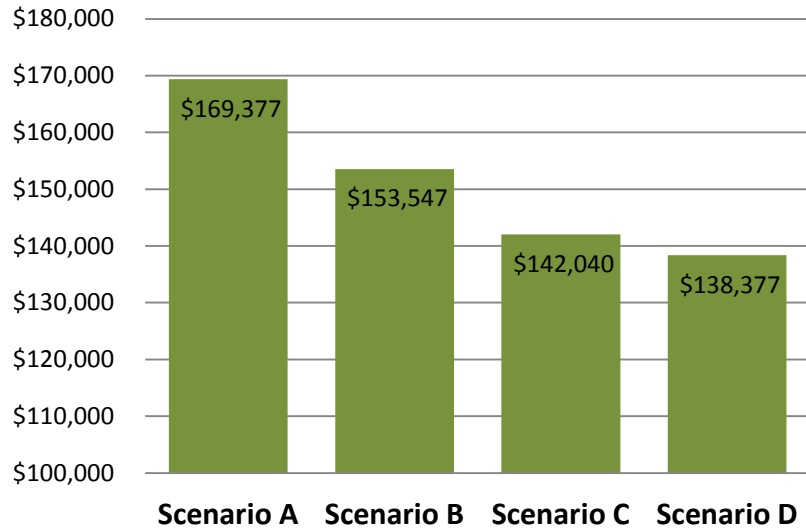
General Map Legend & Scale:

- Existing Development (Residential)
- Existing Development (Commercial)
- Land
- Road
- Water
- Rail

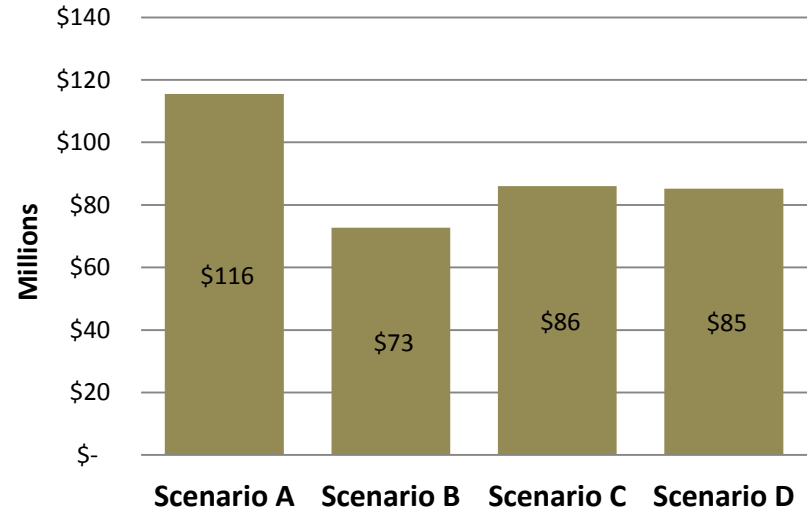


What do houses and roads cost?

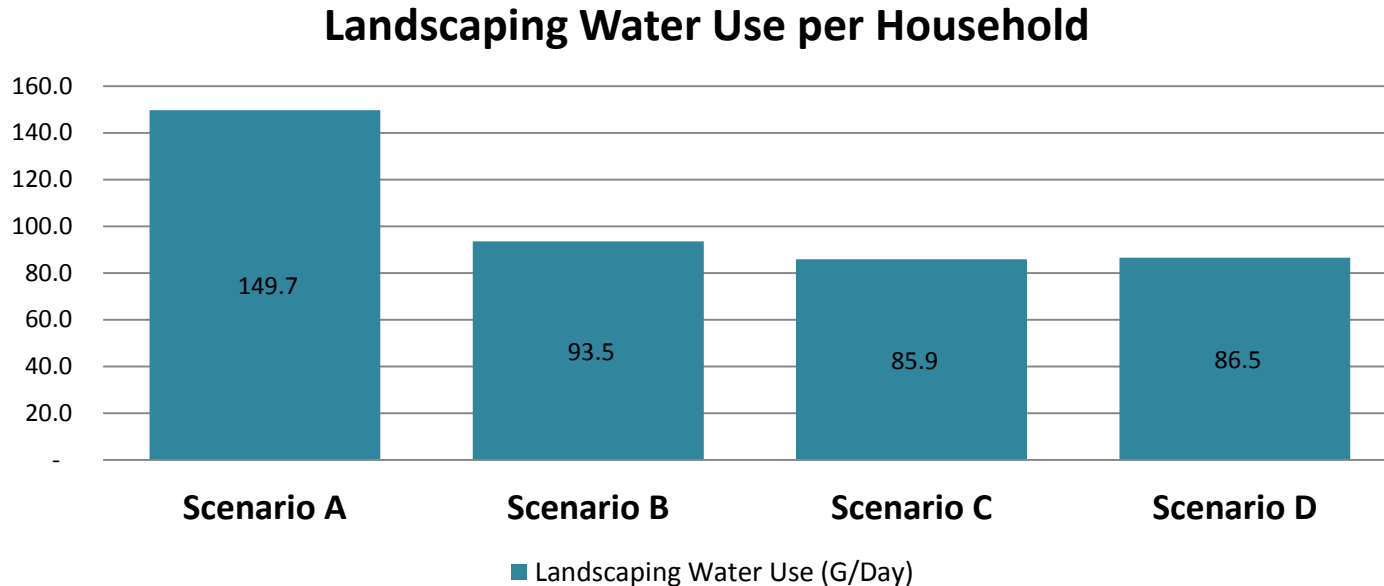
Average Home Price



Total Cost: New Roads

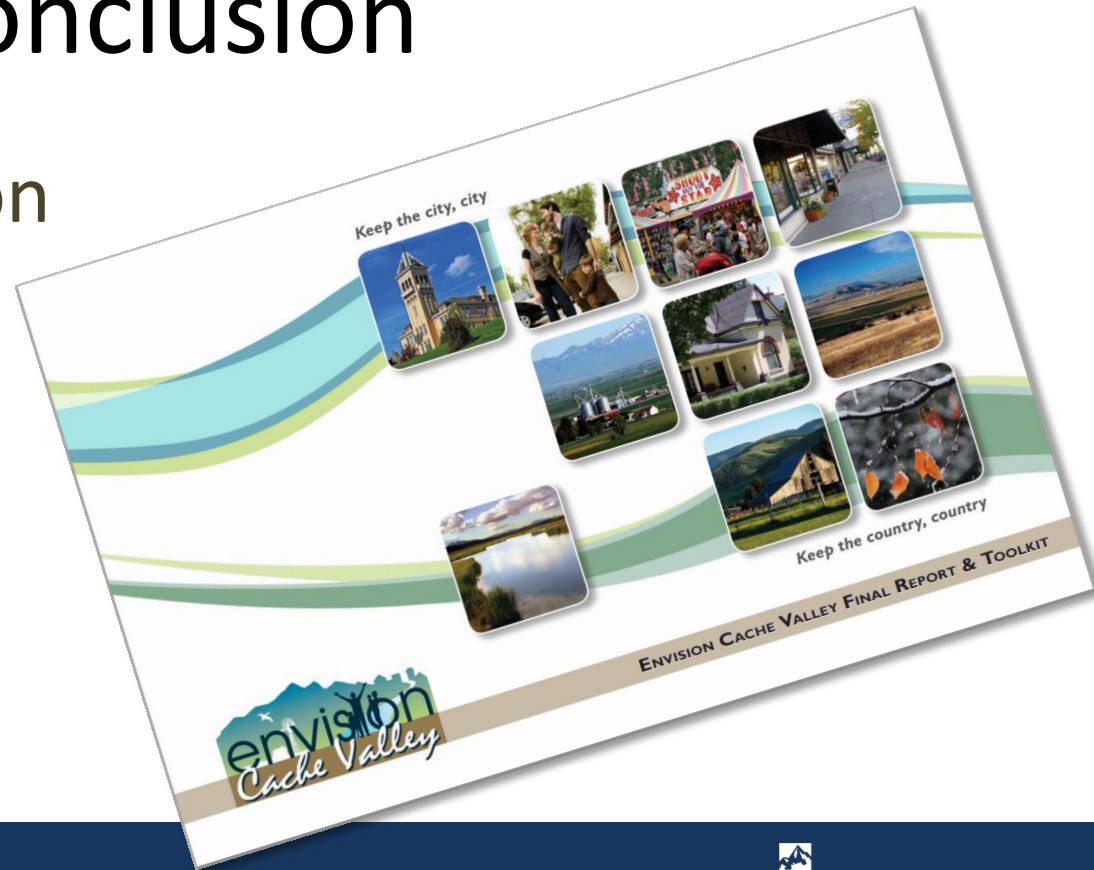


How much water do we use?



Conclusion

- Broad Participation
- Well Supported Vision
- Strong Desire to Implement



Contact Info

Jay Baker, Lead Planner

Envision Utah

jaybaker@envisionutah.org

801-303-1455